

in the common cold

CORICIDIN[®]

(Antihistamine, Antipyretic, Analgesic)

"Coricidin seems to be the most efficient drug...."¹
Nasal symptoms are abolished in practically
all patients within one day.

"Best results will be obtained...."¹ No other
antihistamine produced such uniformly good relief
without side effects.

CORICIDIN contains Chlor-Trimeton* Maleate,
most potent antihistamine available,
plus APC formula.

1. Ziporyn, M.: M. Times, New York
78:205, 1950.

*T. M.

Schering CORPORATION • BLOOMFIELD, N.J.



CORICIDIN

What is

GANTRISIN 'ROCHE'?

- 1** A new, *safer* sulfonamide with a *wider* anti-bacterial spectrum.

same indications as other sulfonamides?

- 2** More; it has been effective in some infections not responsive to other sulfonamides and antibiotics.

how about toxicity?

- 3** High solubility prevents renal blocking. Incidence of other reactions is also very low.

should the patient be alkalized?

- 4** Not necessary with Gantrisin® because of its high solubility.

how about cost?

- 5** Gantrisin is so economical that it can be prescribed without straining the patient's budget.

HOFFMANN-LA ROCHE INC.

Roche Park • Nutley 10 • New Jersey

Antistine-Privine

NASAL SOLUTION

RELIEVES ALLERGIC NASAL CONGESTION

A synergistic combination
of an Antihistaminic
and Vasoconstrictor

Antistine-Privine gives prompt, prolonged relief from allergic nasal congestion.

This new synergistic combination contains the effective antihistaminic, Antistine, to block the congestive action of histamine, and the potent vasoconstrictor, Privine, to shrink the nasal mucosa.

It has been established that "the decongestive action of Antistine-Privine on the allergic nasal mucosa in many instances ap-

pears to be more intense and prolonged than from either solution alone."¹

Privine is still available for use in those conditions where the antihistaminic component is considered unnecessary.

Antistine-Privine, aqueous solution of Antistine[®] (antazoline) hydrochloride 0.5%, and Privine[®] (naphazoline) hydrochloride, 0.025%, in bottles of 1 fl. oz. with dropper and bottles of 1 pint.
Dosage: 2 to 3 drops in each nostril 3 or 4 times daily.

Privine hydrochloride, 0.05% solution in 1 oz. dropper bottles and bottles of 1 pint for prescription; 0.1% solution reserved for office procedures, in 1 pint bottles only.

1. Friedlaender & Friedlaender: *Amer. Pract.* 2:643, June, 1948

The physician knows

... but the patient too seldom appreciates ... that

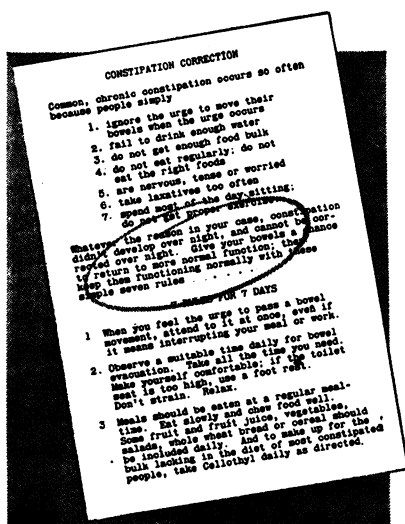
constipation cannot be corrected overnight

The “improper habits of living and eating”¹ which cause constipation are not formed overnight. Once deeply ingrained, such habits are not easily changed — and constipation becomes more difficult to correct.

An aid to patient-education:

In a simple leaflet, “7 Rules for 7 Days”, the patient is asked to *give his bowels a chance to return to more normal function*. The leaflet is designed specifically for patient-instruction and clearly outlines an easy-to-follow, physiologically correct regimen for better bowel hygiene.

Available to physicians: Pads of the “7 Rules” may be had on request. Simply write “7 Rules” on a prescription blank and send to Chilcott Laboratories, Morris Plains, New Jersey.



An aid to physiologic correction:

Cellothyl, physiologically correct bulk, may be prescribed in the therapeutic management of constipation.

Consistently good results reported in clinic and private practice

In obstinate clinic-treated cases,¹ it was found that even a lifetime of constipation *can be corrected in a matter of days* with Cellothyl. Additional studies showed that of habitually constipated patients treated in private practice, 80 to 92% obtained "good" to "excellent" results.^{2,3}

These investigators concluded that Cellothyl (physiologically correct hydrophilic colloid) is a valuable addition to a well-planned anticonstipation program, particularly where poor dietary and bowel habits of long standing are not easily remedied.

Time *SAVED* in patient-instruction

The constipated patient often is conditioned to expect prompt purgation. However, when normal intestinal function is described and the "simple rules of bowel hygiene"³ explained, the patient better understands the difference between mere

temporary relief and actual correction. The leaflet "7 Rules for 7 Days" will help your patient realize that overnight correction is virtually impossible—and will also serve as a daily reminder of your instructions. Copies are available on request.

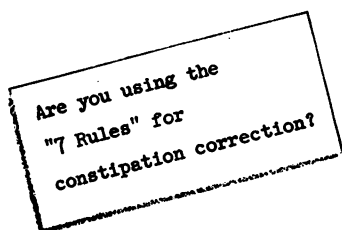
Time *NEEDED* for physiologic correction

Constipation correction with Cellothyl requires time because Cellothyl acts in an *unhurried, physiologic manner*. Adequate time (12 to 36 hours) must be allowed for it to pass through the digestive tract to the colon and rectum before the first normal bowel movement can be expected. Cellothyl follows the normal digestive

gradient and passes through the stomach and small intestine in a fluid state; then thickens to a smooth gel in the colon to provide bulk where bulk is needed for soft, moist, easily passed stools. With adequate bulk assured, the patient may "in the course of a few days . . . be able to resume more normal bowel habits."⁴

Dosage: 3 Tablets t.i.d., each dose with a full glass of water until normal stools pass regularly. Then reduce to minimum levels for as long as required. *Daily fluid intake must be high.*
To wean the "cathartic addict", administer

for several days $\frac{1}{2}$ the usual dose of cathartic together with Cellothyl, then $\frac{1}{4}$ the usual dose, then Cellothyl alone for as long as necessary. Cellothyl is not habit-forming and does not cause rebound constipation.



1. Barga, J. A.: *Gastroenterology* 13:275, 1949.

2. Musick, V. H.: *J. Oklahoma M. A.* 43:360, 1950.

3. Schweig, K.: *New York State J. Med.* 48:1822, 1948.

4. Council on Pharmacy and Chemistry: *J.A.M.A.* 143:897, 1950.

Cellothyl®



brand of methylcellulose
especially prepared by the Chilcott Process

available: Cellothyl Tablets (0.5 Gram) in bottles of 50, 100, 500 and 5000.

Cellothyl Granules, for pediatric use, in bottles of 25 and 100 Grams.

CHILCOTT

Laboratories

DIVISION OF The Maltine Company

MORRIS PLAINS, NEW JERSEY

ELI LILLY AND COMPANY *announces*

**NPH ILETIN
(INSULIN, LILLY)**

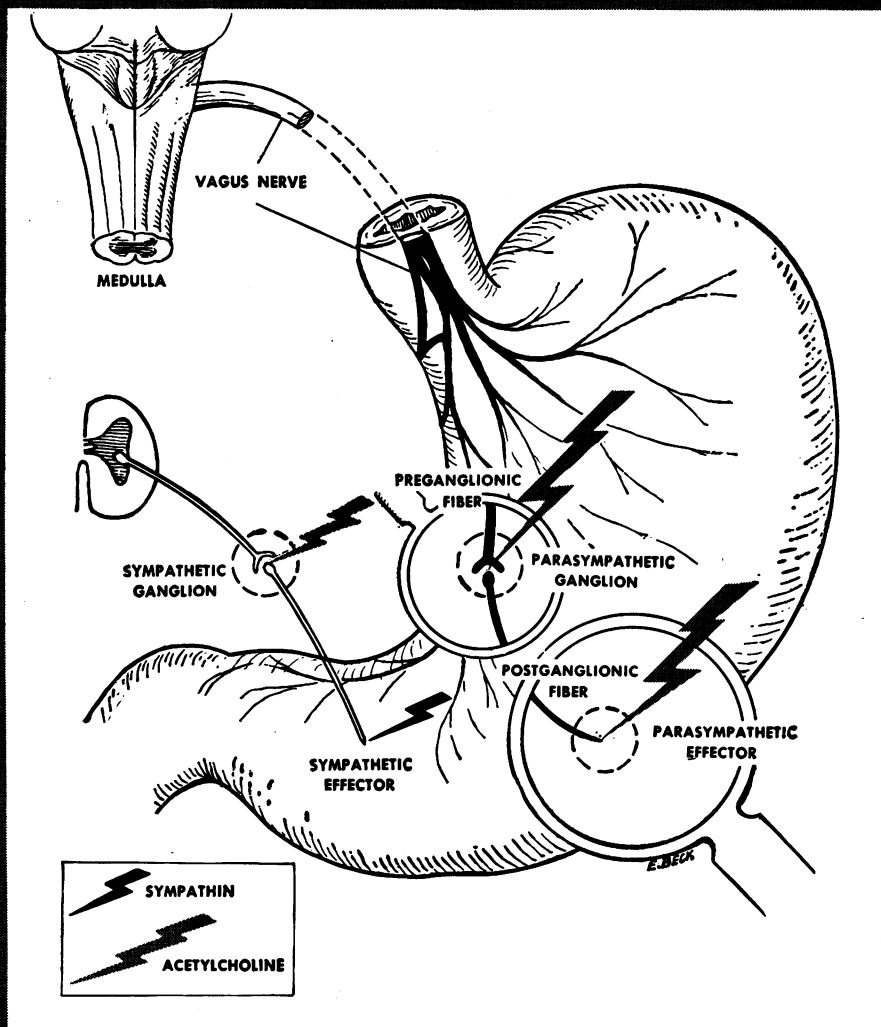


*and thereby marks another
improvement in diabetes management*

Clinical evidence indicates that single daily injections of NPH Insulin provide an efficiently timed Insulin effect which closely parallels average requirements over a twenty-four-hour period. This new preparation of Insulin eliminates, in most instances, occasion for mixed injections of Insulin and Protamine Zinc Insulin. In severe and complicated cases, supplementary doses of Insulin may be utilized, if indicated.

*Detailed information and literature pertaining to NPH Iletin (Insulin, Lilly)
are personally supplied by your Lilly medical service representative
or may be obtained by writing to*

ELI LILLY AND COMPANY *Indianapolis 6, Indiana, U.S.A.*



Banthine^{*} Brand of Methantheline Bromide

BROMIDE

—a true anticholinergic drug, opposes the action of acetylcholine at the ganglions of the parasympathetic and sympathetic systems and at the nerve endings of the parasympathetic system.

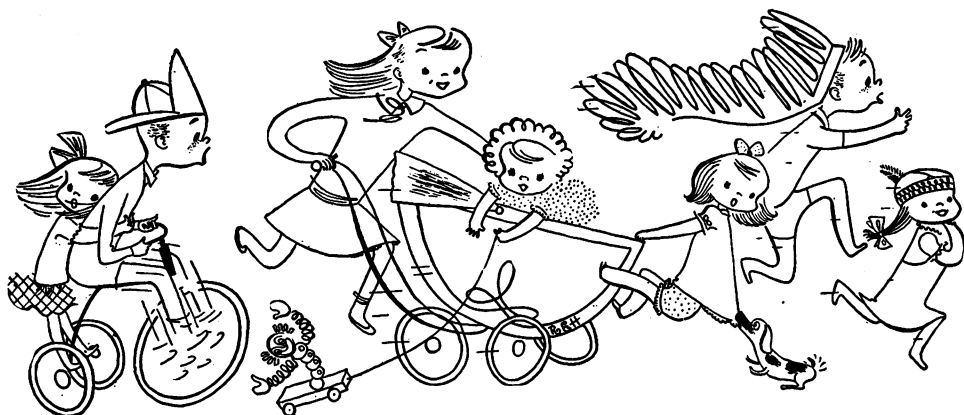
Thus, it consistently decreases the hypermotility and in most cases the hy-

peracidity characteristic of ulcer diathesis.

Experience indicates that patients may be best served by prescribing two tablets of Banthine (100 mg.) every six hours day and night although a few patients may be satisfactorily treated with one tablet (50 mg.) on the same schedule.

^{*}Banthine is the trademark of G. D. Searle & Co., Chicago 80, Illinois

RESEARCH IN THE SERVICE OF MEDICINE **SEARLE**



Poly-Vi-Sol Tri-Vi-Sol Ce-Vi-Sol for their varying vitamin needs . . .

	VITAMIN A	VITAMIN D	ASCORBIC ACID	THIAMINE	RIBOFLAVIN	NIACINAMIDE
POLY-VI-SOL each 0.6 cc. supplies:	5000 units	1000 units	50 mg.	1 mg.	0.8 mg.	5 mg.
TRI-VI-SOL each 0.6 cc. supplies:	5000 units	1000 units	50 mg.			
CE-VI-SOL each 0.5 cc. supplies:			50 mg.			

3 **water-soluble
liquid vitamin
preparations...**

pleasant tasting, convenient,
economical. Available in 15 and
50 cc. bottles with calibrated
droppers.



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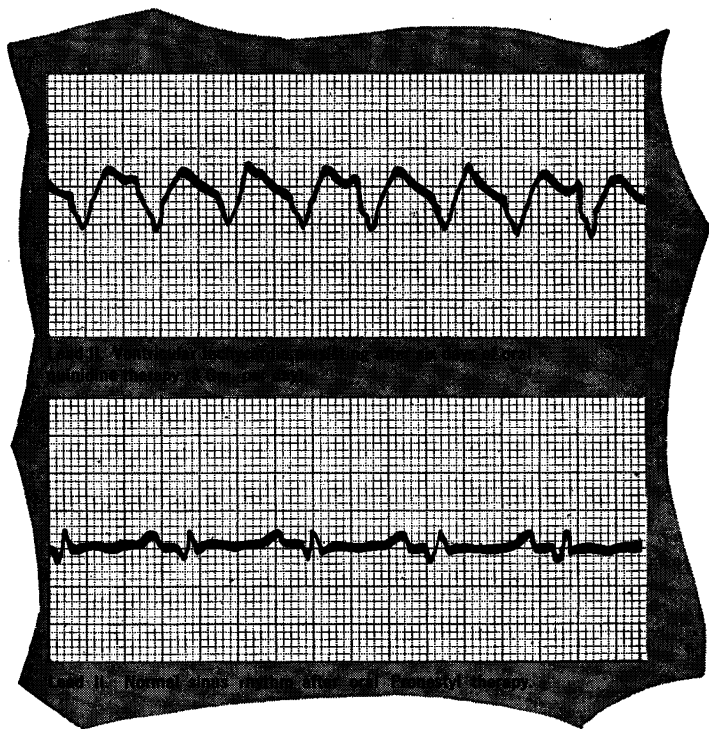
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EVANSVILLE 21, IND., U. S. A.

a **new** drug . . .

for the treatment of ventricular arrhythmias

PRONESTYL *Hydrochloride*

Squibb Procaine Amide Hydrochloride



Oral administration of Pronestyl in doses of 3-6 grams per day, for periods of time varying from 2 days to 3 months, produced no toxic effects as evidenced by studies of blood count, urine, liver function, blood pressure, and electrocardiogram. Pronestyl may be given intravenously with relative safety.

PRONESTYL IS A TRADEMARK OF E. R. SQUIBB & SONS

Pronestyl Hydrochloride Capsules, 0.25 Gm., bottles of 100 and 1000.
Pronestyl Hydrochloride Solution, 100 mg. per cc., 10 cc. vials.

For detailed information on dosage and administration, write for literature or ask your Squibb Professional Service Representative.

SQUIBB MANUFACTURING CHEMISTS TO THE MEDICAL PROFESSION SINCE 1858.

How mild can a cigarette be?

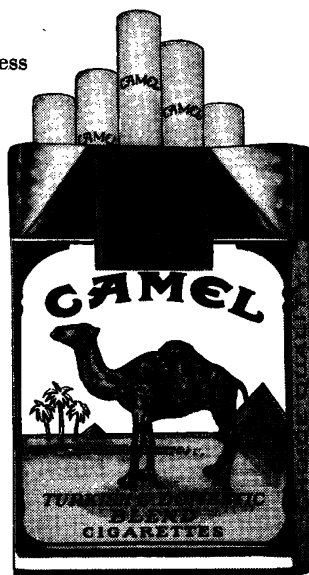
● Every day, more and more smokers—and among them many, many doctors—are discovering for themselves just how mild a cigarette can be. They're making their own 30-Day Camel Mildness Tests—smoking Camels regularly for 30 days.

It's a sensible cigarette test. As a doctor, you know there can be no valid conclusion drawn from a one puff comparison—from a trick test that calls for hasty decisions. The Camel 30-Day Test asks you to make a day after day, pack after pack comparison.

If you are not already a Camel smoker, why not try this test? Judge Camel mildness and the rich, full flavor of Camel's choice tobaccos in your own "T-Zone"—the real proving ground for a cigarette.

Make your own 30-Day Camel Mildness Test in your own "T-Zone"—

That's T for Throat, T for Taste. See if you don't change to Camels for keeps!



R. J. Reynolds Tobacco Company
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More People smoke Camels THAN ANY OTHER CIGARETTE!



In
TRICHOMONIASIS
 consider these
 advantages of

ARGYPULVIS

1. Outstanding effectiveness . . . (98% as reported by Reich, Button and Nechtow).*

2. Its detergent and demulcent actions . . . (adapting to this specialized field the outstanding properties of ARGYROL).

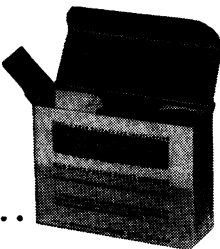
3. Its chemical and physical characteristics . . . (which make it ideal both for office insufflation and home capsule use).

Adopt the ARGYPULVIS technique and note the quick response to treatment, as well as effective control of recurrence.

•• in two convenient forms •••••

For Use by the Physician
 7-gram bottles fitting
 Holmspray or
 equivalent powder-
 blower (in cartons of 3)

For Home Use
 by the Patient
 2-gram capsule
 for insertion
 by the patient
 (in bottles of 12)



INTRODUCTORY TO PHYSICIANS: *On request we will send professional samples of ARGYPULVIS (both forms), together with a reprint of the Reich, Button and Nechtow report. (Use coupon.)

A. C. Barnes Company
 Dept. AM-11, New Brunswick, N. J.

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 Address.....
 City..... State.....

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Patient Under Treatment

FOR URINARY TRACT
INFECTION

ENJOYS

*Gratifying
Relief*

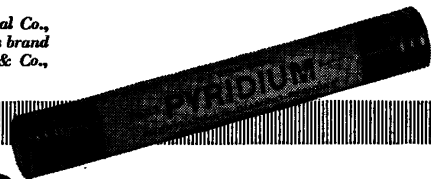
from distressing
symptoms

The action of orally administered Pyridium often enables patients to carry on without interruption of normal pursuits throughout the course of specific treatment of uncomplicated cystitis, urethritis, and pyelonephritis.

This effective urinary analgesic relieves distressing symptoms such as urinary frequency and pain and burning on urination, without systemic sedation or narcotic action.

Pyridium is the trade-mark of Nepera Chemical Co., Inc., successor to Pyridium Corporation, for its brand of phenylazo-diamino-pyridine HCl. Merck & Co., Inc. sole distributor in the United States.

The complete story of Pyridium and its clinical uses is available upon request.



Pyridium®

(Brand of phenylazo-diamino-pyridine HCl)

MERCK & CO., INC. *Manufacturing Chemists* RAHWAY, NEW JERSEY

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A NEW VALUABLE AID IN TEACHING CARDIOLOGY

This new instrument is a most valuable adjunct in undergraduate and postgraduate teaching of electrocardiography and auscultation. It is also most useful to illustrate other phenomena such as electrokymographs, ballistocardiograms, direct blood pressure changes and vectorcardiograms.

With the patient in full view of the observers, the electrocardiogram may be shown continuously on the Cardioscope screen while the related heart sounds are being heard by means of individual stethophones as illustrated. Meanwhile the lecturer may comment at will through his microphone. Any reasonable number of observers may view and listen to the phenomena simultaneously. Heart sounds may be heard and viewed simultaneously upon the Cardioscope.

The Cambridge Electronic Cardioscope consists of (a) an amplifying stethoscope unit with multiple stethophones (b) two electrocardiograph amplifiers with multiple-lead selector switches and (c) a large cathode-ray tube having a long persistence screen.

The entire equipment is mounted in a single unit which is provided with convenient handles and casters so that it may readily be moved from one location to another.

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CAMBRIDGE
ELECTROCARDIOGRAPHS



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Remove the cream from Walker-Gordon Certified Whole Milk and you have Walker-Gordon Certified Skimmed Milk . . . custom-made for weight-control and weight-reduction programs. Your patients get the necessary nutrients of Walker-Gordon Certified Whole Milk without the butter fat and fat soluble vitamins. All the minerals including calcium and phosphorus, water-soluble vitamins, amino acids, and proteins remain, but only about half the calories of Whole Milk are present. And this pure, delicious, **FRESH** Skimmed Milk has real taste-appeal.

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FREE! Descriptive book, "Technical Control and Supervision of Walker-Gordon Certified Milk," sent without obligation on request.

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Plainsboro, N. J.

Phone Plainsboro, 2750

Certified by the Medical Milk Commissions of the Counties of New York, Kings, Hudson, and Philadelphia

B. pyocyaneus cystitis

resistant to other urinary antiseptics
TREATED WITH TERRAMYCIN¹

D. S., male, age 74.

History: Cystitis; postprostatectomy; *B. pyocyaneus*. Persisted after methenamine, sulfonamide and mandelic acid therapy.

Therapy: Terramycin, 2 Gm. daily for 5 days, orally in divided doses q. 6 h.

Result: Urine culture negative by 3rd day of treatment with subjective improvement. Response described as "excellent"

CRYSTALLINE Terramycin HYDROCHLORIDE

*New Council-accepted broad-spectrum antibiotic
orally effective—well tolerated*



1. Terramycin may be highly effective even when other antibiotics fail.¹
2. Terramycin may be well tolerated even when other antibiotics are not.²

Suggested for: acute pneumococcal infections, including lobar pneumonia, bacteremia; acute streptococcal infections, including erysipelas, septic sore throat, tonsillitis; acute staphylococcal infections; bacillary infections, including anthrax; urinary tract infections due to *E. coli*, *A. aerogenes*, *Staphylococcus albus* or *aureus*, and other Terramycin-sensitive organisms; acute brucellosis (*abortus*, *melitensis*, *suis*); hemophilus infections; acute gonococcal infections; lymphogranuloma venereum; granuloma inguinale; primary atypical pneumonia; typhus (murine, epidemic, scrub); rickettsialpox.

Dosage: 2 Gm. daily by mouth in divided doses q. 6 h. is suggested for acute infections.

Supplied: 250 mg. capsules, bottles of 16 and 100;
100 mg. capsules, bottles of 25 and 100;
50 mg. capsules, bottles of 25 and 100.

¹ King, E. Q.; Lewis, C. N.; Welch, H.; Clark, E. A. Jr.; Johnson, J. B.; Lyons, J. B.; Scott, R. B., and Carnely, P. B.: *J.A.M.A.* 143:1 (May 6) 1950.

² Herrell, W. E.; Heilman, F. R.; Wellman, W. E., and Bartholomew, L. A.: *Proc. Staff Meet. Mayo Clin.* 25:183 (Apr. 12) 1950.

Pfizer

CHAS. PFIZER & CO., INC.
Antibiotic Division
Brooklyn 6, N.Y.



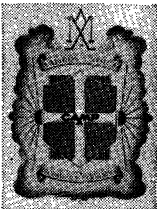
CAMP Scientific Support Fitting Courses stress the importance not only of theory but also the practical application of knowledge in clinical "workshops." Above is

shown a group of fitters being instructed in the practical fitting of a patient (pendulous figure type) with a Camp orthopedic back brace.

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"Education before Sales"

"How skilled is the fitter who assumes the duty of carrying out my instructions when I prescribe a scientific support?"



Camp Scientific Supports are sold and fitted in reputable stores in your community.

Every physician is justified in asking that question.

This year will mark the 23rd annual series of Camp Scientific Support Fitting Courses under medical supervision. Beginning in New York City, they will be held in principal cities throughout the nation. Estimated enrollment will include over a thousand representatives from reliable stores in all parts of the country. These courses are conducted by our Training Director, Medical Director, Designer and a staff of registered nurses. In addition to the formal sessions the nurses are constantly instructing smaller groups and individuals in countless other cities.

Since 1929 we have trained more than 16,000 fitters in the United States and Canada. That is why Camp research, Camp design and Camp craftsmanship can provide the ultimate in service to the patient.

S. H. CAMP and COMPANY, JACKSON, MICHIGAN

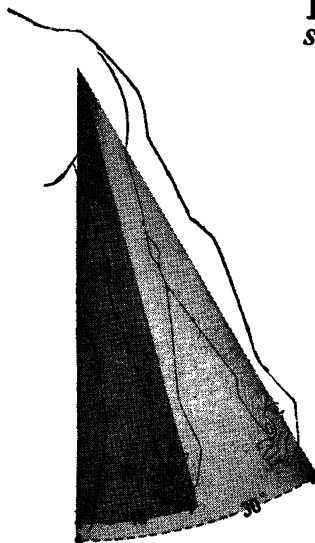
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Tolserol
Squibb Mephenesin

- relieves stiffness and discomfort
- permits increased range of motion



Administration of Tolserol results in more normal function and hastens clinical improvement. Tolserol does not depress voluntary muscle power and control. Hence, it may be useful prior to physiotherapy or exercise periods.

Indicated in: Low back pain, frozen shoulder syndrome, acute torticollis, bursitis, fibrositis, arthritis, adjuvant to physiotherapy and as a diagnostic and prognostic aid in neurologic disorders and back syndromes.

Elixir 0.1 Gm. of Tolserol per cc. Pint and gallon bottles.

Capsules 0.25 Gm. each. Bottles of 100 and 1000.

Tablets (fast disintegrating) 0.25 and 0.5 Gm. each. Bottles of 100 and 1000.

2% Solution each cc. containing 20 mg. of Tolserol. Ampuls of 50 and 100 cc.

Tolserol

Squibb Mephenesin (3-o-toloxyl-1, 2-propanediol)

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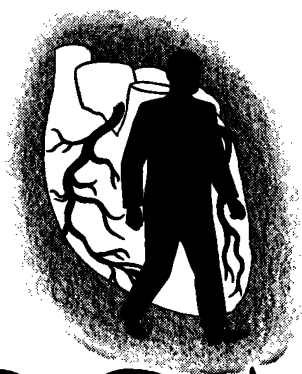
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*"I give and bequeath to the Physicians' Home, incorporated in the State of New York, June 4, 1919, the sum of \$.....
to be used by the Board of Directors to maintain and continue the purposes and activities of the Physicians' Home.*

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significant
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ethyl acetate

new, safer, oral anticoagulant

Throughout the exhaustive studies on TROMEXAN, involving many hundreds of cases, this new anticoagulant has proved singularly free from the dangers of hemorrhagic complication. Other advantageous clinical features of TROMEXAN are:

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(therapeutic prothrombin level in 18-24 hours);
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within therapeutic limits;
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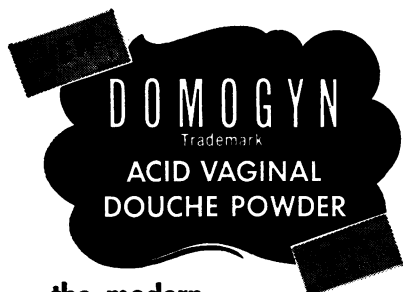
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TROMEXAN (brand of ethyl biscoumacetate): available as uncoated scored tablets,
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**the modern
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50% of all women patients exhibit vaginal discharge, and pH is the index. Since acidity is the most important therapeutic factor in vaginitis, DOMOGYN, with an optimum pH of 4.2 quickly and effectively controls the condition and re-establishes optimum acidity, and a normal vaginal flora.

R One teaspoonful of bulk DOMOGYN, or the contents of a DOMOGYN Packette in 2 quarts of warm water as a soothing therapeutic douche.

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JANUARY 5, 1951

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J. LESTER GABRILOVE, *Research Assistant in
Medicine, The Mount Sinai Hospital, New
York*

JANUARY 12, 1951

**NEWER AGENTS IN THE
TREATMENT OF ACUTE LEUKEMIA**

SYDNEY FARMER, *Professor of Pathology,
Harvard Medical School at the Children's
Hospital and Scientific Director of the Chil-
dren's Cancer Research Foundation*

JANUARY 19, 1951

**NEWER METHODS IN THE
DIAGNOSIS OF CONGENITAL
CARDIAC ANOMALIES**

ANDRÉ COUNAND, *Associate Professor of
Medicine, College of Physicians and Sur-
geons, Columbia University*

*The
New York
Academy of
Medicine*

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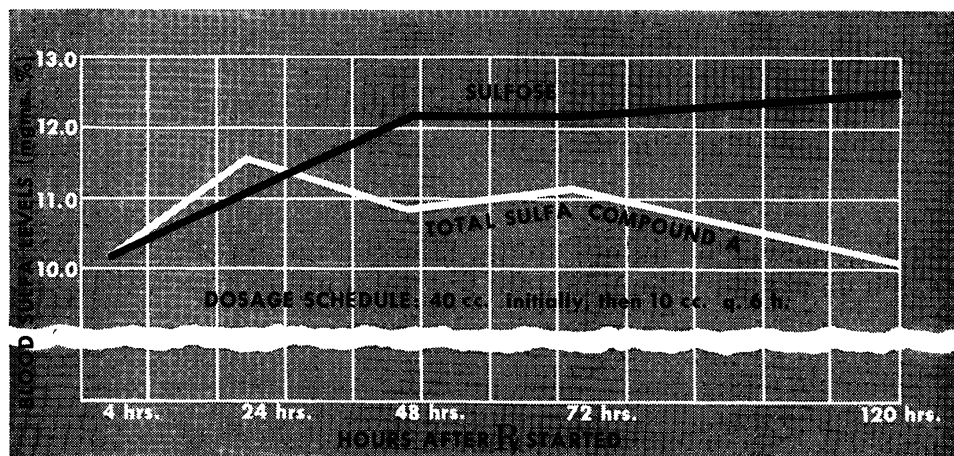
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A comparison of blood sulfonamide levels on equal doses of SULFOSE and a control preparation having the same sulfonamide composition.

SULFOSE contains *sulfadiazine, sulfamerazine and sulfamethazine* suspended in a unique, flavored vehicle containing a special alumina gel.

- Unusually palatable
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Each teaspoonful (5 cc.) contains 0.5 Gm. total sulfonamides—0.167 Gm. each of sulfadiazine, sulfamerazine and sulfamethazine.

SUPPLIED in bottles of 1 pint.

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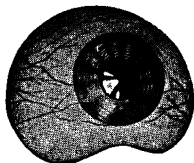
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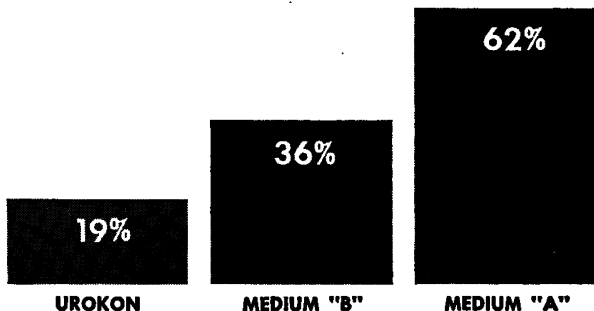




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Nesbit, Reed M. and Lapides, Jack. Observations on Urokon, a New Excretory Pyelographic Medium, University of Michigan Medical Bulletin, 10, 37-42 (1950).

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A Penicillin-Resistant Bronchopneumonia

TREATED WITH TERRAMYCIN¹

S. A., Male, age 8

History: Illness of 10 days' duration; temp. 104.8° F.; previous treatment with penicillin without response.

Therapy: Terramycin, 1.8 Gm. daily for 3 days, 3.0 Gm. daily for 4 days; orally in divided doses q. 4 h.

Result: Temperature started to fall in 24 hours; response described as "good".

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Suggested for: acute pneumococcal infections, including lobar pneumonia, bacteremia; acute streptococcal infections, including erysipelas, septic sore throat, tonsillitis; acute staphylococcal infections; bacillary infections, including anthrax; urinary tract infections due to *E. coli*, *A. aerogenes*, *Staphylococcus albus* or *aureus*, and other Terramycin-sensitive organisms; acute brucellosis (abortus, melitensis, suis); hemophilus infections; acute gonococcal infections; lymphogranuloma venereum; granuloma inguinale; primary atypical pneumonia; typhus (murine, epidemic, scrub); rickettsialpox.

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1. King, E. Q.; Lewis, C. N.; Welch, H.; Clark, E. A., Jr.; Johnson, J. B.; Lyons, J. B.; Scott, R. B., and Cornely, P. B.: J.A.M.A. 143:1 (May 6) 1950.
2. Herrell, W. E.; Heilman, F. R.; Wellman, W. E., and Bartholomew, L. A.: Proc. Staff Meet. Mayo Clin. 25:183 (April 12) 1950.

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